

# Hofstede: Cultures and Organizations

TABLE 5.3 Key Differences Between Weak and Strong Uncertainty Avoidance

## Health, Education, and Shopping

WEAK UNCERTAINTY AVOIDANCE	STRONG UNCERTAINTY AVOIDANCE
People feel happier.	People feel less happy.
People have fewer worries about health and money.	People have more worries about health and money.
People have more heart attacks.	People have fewer heart attacks.
There are many nurses but few doctors.	There are many doctors but few nurses.
Students are comfortable with open-ended learning situations and concerned with good discussions.	Students are comfortable in structured learning situations and concerned with the right answers.
Teachers may say, "I don't know."	Teachers are supposed to have all the answers.
Results are attributed to a person's own ability.	Results are attributed to circumstances or luck.
Teachers involve parents.	Teachers inform parents.
In shopping the search is for convenience.	In shopping the search is for purity and cleanliness
Used cars, do-it-yourself home repairs.	New cars, home repairs by experts.
There is fast acceptance of new products and technologies, like e-mail and the Internet.	There is a hesitance toward new products and technologies.
More books and newspapers.	Fewer books and newspapers.
Risky investments.	Conservative investments.
Appeal of humor in advertising.	Appeal of expertise in advertising.